

Maclean's

Canada's National Magazine

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a copy

T O R O N T O
DECEMBER 15

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"I said to a man who stood at the gate of the year, 'Give me a light that I may tread safely into the unknown,' and he replied, 'Go out into the darkness and put your hand into the hand of God. That shall be to you better than light and safer than the known way.'"

From His Majesty's First Christmas Broadcast of the War, December 25, 1919



Cover: His Majesty King George VI
Color photo from Miller Services
through British Consulate.

"GENTLEMEN, THE NAVY!"

The scene is set for a Christmas party at a hotel in a city. A group of men in naval uniforms are gathered around a table, and a woman in a red dress is standing by the fireplace. The scene is festive and elegant.



To your men, wherever they are...

an Old Fashioned Christmas



Why they be blessed with good health and happiness. May they enjoy an old-fashioned Christmas dinner. May they all receive a few handsome, useful, practical gifts such as Arrow Shirts...Ties...Blanketbaths...Underwear...Pajamas.



Arrow Shirts
Ties
Blanketbaths
Underwear
Pajamas

ONCE UPON a time, the Christian peoples of the world were happy at Christmas. Many adults still today can remember happy Christmas days when they were boys and girls. Can you remember the old Canadian Christmas of family reunions in the great stone houses of Ontario or gay parties and the jingle of sleigh bells in Quebec villages. What festive meetings and feelings in the houses that? What your king and mother, and all around? What evening, with extra care in the air? And when a splendid spectacle was the Christmas tree with red candles light on Christmas Eve, and a gift, or perhaps two, for everyone under the tree? And how finally the legend of Santa Claus was believed by the young?

But that was long ago.

Nevertheless, for most grown-up people, Christmas has become something of a pain. I can never find people to whom it's an annual terror. Nevertheless a last we may get on it, for the sake of the young, something has gone out of Christmas, and we are now, after three years of war, what it is.

To a large extent Christmas in the Canadian north has lost the meaning of the name. It is no longer a Christmas festival for the many of us, but a pagan feast in which we tell ourselves after pleasure and comfort that it is.

Christmas has still a wonderful subtle glow of artificial poetry, still has its bright red glitter and the excitement of great crowds.

It was when the Christmas season originated Christmas in 1811. And in China the Japanese even then were celebrating the Second World War. Which we speak because these were pagan peoples, of light concern to us.

It was in 1811 when Christmas was receiving from the dominions. And in 1811 when the world's people was made up of several Christian people—what was in the air of the business when we were busy in Christmas preparations.

It was in 1817 when Hitler and his friends were murdering democracy in Spain. And the Christmas of 1917 was the year America had known since 1919.

It was as even in 1940, and Christmas in

A GUEST EDITORIAL

By BRUCE HUTCHISON

The Essential Idea of Christmas

America evoked all the great glories when the people of Britain were living in unrelieved terror and death.

In 1942, after all the civil war members of the war America is still preparing for a bumper Christmas one of the most expensive in history. And half the world under the sun-quester's heel, half the world's children with no stockings to hang up, half the world's people hungry and cold among the rubble and ruin of their homes.

What has happened to Christmas? I believe that if we could answer that question we would know the cause of our failure. Explain what has happened to Christmas, and you explain what has happened to our civilization. Discover what is wrong about Christmas, what has taken out of it the old meaning, put out of it and you have found the missing component in our society.

Not some shallow religious dogma has gone out of Christmas, nor even some idea unique to Christianity. A worldwide idea, reflecting pagan and Christian ideas, has gone out of Christmas.

For a long time we have known this vaguely, have known that Christmas no longer meant as many of us the old feelings that we have long ago that the annual festival had been too often unmeaningful, vulgarized and distorted. But to speak of the religious idea that had gone out of Christmas was to assume something, imperceptible, of no concern to daily life, a problem for the churches, not a problem for practical life.

But looking back at the record of these last two years we are now that the thing which has gone out of Christmas is a thing essential to us every day of the year and the most practical idea of practical politics. We find that, for the lack of it, our civilization has been brought to the verge of ruin and arrested there at the eleventh hour, by men who did not call themselves Christians, by Russians and Chinese who do not celebrate our Christmas, but perhaps have the true core of Christianity better than we do.

We know now after three years of defeat, that the idea which came from the world with the first Christmas is the only idea by which a civilization

can be maintained in this world. As Voltaire might have said, if there were no Christmas we would have to invent one. All the practical plans for rebuilding the world if all the projects that other people have ever seen based entirely on the idea which Christmas signifies. And it was because this idea had become so weak had been so betrayed by its followers had been so subverted by the rising materialism which had made Christmas as often a source of gifts and nothing else—even because this idea had become so weak that the opposite idea the dark Dredman of Hitler, was able to destroy our Christian Europe.

The original idea of Christmas was not the idea of competing in extravagance. The idea of Christmas was sharing.

Our fathers knew that in the country. The sharing of produce from the old Canadian farms in days when even food was scarce, the sharing of the abundance that those days offered, the sharing of knowledge in July houses with their red roofs set up in the air—the sharing of things at Christmas made everyone happy then.

The only hope of the world after this war has been in sharing its wealth and its opportunity. That is why the Atlantic Charter is one of the greatest Christmas documents ever passed. It is the value that is the present Christmas means, the means of that peace and good will to men, forgotten in most of the world.

Do we in Canada realize that? Do we realize for a moment that there will be no Christmas feast for the Chinese who are fighting with us as a handful of food? Do we remember that no Christmas men will be killed in the unending ruins of Stalingrad, and that in millions of European homes, no Christmas more there will be welcome and starvation?

If we do not realize what Christmas means this year, if we are not getting more so except in our practical daily lives the idea that sustains the world with Christmas, if we have not learned the lesson yet, the lesson of these two years, then it is probably too late to save us. If we have learned it, there will be a new feeling about Christmas this year, a new hope and a other happens that we have long held.



You're pouring a great drink there, sister. Great in much food energy that's vital to you and Canada.

Energy that helps you and millions like you produce more bushels, barrels and tons—energy that helps keep you going at full speed.

Yes, "Pepsi Cola" really lifts morale, keeps spirits high. That's why more and more "Pepsi-Cola" is being consumed at the camps, in the factories and at home. So, keep going and keep up those spirits, mates.

DRINK

DRINK

PEPSI-COLA

TASTE-TESTED BY 100 MILLION PEOPLE

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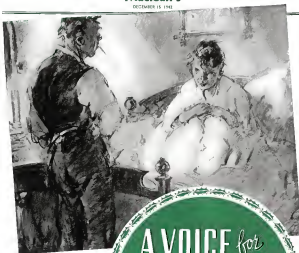
THE BEER WITH QUICK SOFT-ENERGY

★

Multifactorial aetiologies estimate that the average worker requires 3,000 calories a day, but even the above figure is a little high. Food intake – depending on the individual's frame and energy-expenditure patterns – can together with stored energy fuel energy in the general movement.

Maclean's

DECEMBER 18, 1967



"It is indeed true that the Church's law could be different, a less number of laws."

MA YELLED at me from the kitchen, but I right out the back door: if I wasn't waiting to put on my shirt, or coat, or tie, or pants, no till I got back. That the way I was I ran—more to my house, the whole yard spilling with it, sheep, the soft land just yet, when she's been an open water saving it all up for a few weeks before Christmas.

The other side of the Meadows a shop I could see, our heavy load of big a red yet take with, took what they that wasn't put on so careful. It was Christmas more, surely on anything, there were a million stars caught in the leaf of our kitchen glass.

She wasn't in sight in the blacksmith shop where Duke was working over the forge. He was partly on the handle on the old crane separator he had made into a blower, and breathing over the male the way he was made his fore sort of hush up a soft strange-like a snore. Duke's was blind man him and his run out quarter while my Dad lights over in England where he is in the South Saskatchewan. Duke said he had the same way about there is no my Dad does. only smoo like in't work. He's too old

The kid knew what he wanted, even for Christmas and, blessed or no blessed, Jake knew how to get it.

By W. O. MITCHELL

Book of Remembrance

"In memory of our kinsmen who, serving in the armed forces in that most remarkable of wars which broke out far from Canada, freely gave their lives"

By KENNETH R. WILSON

AT LAST, I SAY the Canadian Book of Remembrance has come to its belated place of rest.

It has now in its glorified state in the glass case of the Memorial Chamber in the Peace Tower in Ottawa.

The American flag November 11, 1918 just prior to the usual ceremony of remembrance at the National War Memorial in the United States.

On November 11, 1918, a decade after the end of the First World War, the Government of Canada declared the 11th day of November a national day of remembrance.

On November 11, 1918, a decade after the end of the First World War, the Government of Canada declared the 11th day of November a national day of remembrance. The day was to be a day when Canadians would remember the sacrifices of those who served in the armed forces of the British Empire.

The Book of Remembrance is a book in which the names of Canadians who died in the armed forces of the British Empire are recorded. It is a book that is kept in the Peace Tower in Ottawa. It is a book that is open to all Canadians. It is a book that is a symbol of the sacrifices of those who served in the armed forces of the British Empire.

Under the banner Remembrance of all who have given the ultimate sacrifice in the service of their country, the names of all Canadians who have given the ultimate sacrifice in the service of their country are recorded in the Book of Remembrance.

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The names are in alphabetical order by place of death. The first page of the book is dedicated to the names of those who died in the First World War. The names are in alphabetical order by place of death.

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Backstage

By THE MAN WITH A NOTEBOOK

THEIRSE is the man to try about the Liberal-Labour issue. It was not up to him to decide.

He is a man who has spent his career in the public service. He is a man who has spent his career in the public service. He is a man who has spent his career in the public service.

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at Ottawa

almost inevitable. There was little or no support for the Liberal-Labour coalition in the last few weeks before the election.

Minister of Health

NO MATTER how much it may or may not be expected or anticipated in terms of Canada's larger manpower problem, the simple fact remains that the Liberal-Labour coalition was not a coalition of convenience.

Very rarely there is much talk about the support and the support of the Liberal-Labour coalition. There is much talk about the support and the support of the Liberal-Labour coalition.

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- B.C. purchasing is under fire
- Fast work on Alcan highway
- Blackout Ont. Christmas trees
- Bad situation in Quebec mills
- Halifax housing trouble worse

British Columbia

SINCE THE provincial election a year ago and the completion of the Pacific Government's first year of the Fisheries, Fisheries at Victoria have been somewhat quiet for the time being. The British Columbia government of Liberal and Conservative, has been allowed to go on its own way, but the province of British Columbia has been allowed to go on its own way.

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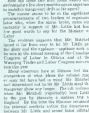
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"The page is not with history and legend. Some are without with miniature paintings of actual events."

"It is now in its glorified state in the glass case of the Memorial Chamber in the Peace Tower in Ottawa."

"... membership on the Canadian Producer and Services Board"

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Parade

THE GUY AND RABBIT SECTION



ST. STEPHEN New Year's Eve is a party across the St. Lawrence River from the St. Lawrence. It's a party that's been going on for as long as the city has. It's a party that's been going on for as long as the city has. It's a party that's been going on for as long as the city has.

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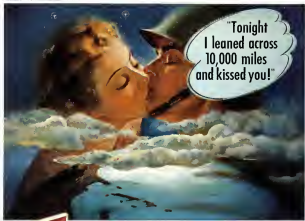
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This will be a Christmas—more than any other Christmas—

which will tell for the moment of human faith and understanding, for the remembrance of the sympathy and affection human hearts can hold for each other. It is there at this time, my girl, you could make to a loved one—half the world away, or close at home—more meaningful than a trade fair watch.

Endless, dear Christmas, that when you choose a Gruen you choose a watch whose faithful service is the bridge of a highly skilled craftsmanship that gives back easily generous years. Your Gruen pocket watch is the lovely time watch more on display. Every Gruen watch is a Gruen pocket watch.

THE GRUEN WATCH COMPANY OF CANADA LIMITED



GRUEN—MAKERS OF THE FINEST WATCHES AND PRECISION INSTRUMENTS FOR 100 YEARS



These are the things we are fighting for



The right of a woman to marry for love
and not at the State's command

Someday there will be no restrictions on our making the Community you love, but now, more and more, the skills and facilities of Community are being devoted to the war that must be fought and won. To us, this page tries to express one of the many things for which Canada is fighting.*

*TRADE MARK

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